

## ***ABSTRACT***

*Screamous Distro is a company engaged in fashion since May 29, 2004. The products are t-shirt, denim, sweater, jacket, hat, belt, and shoes. Based on initial research there is a problem that consumers no longer make Screamous as the main option, it caused by Brand Awareness for consumers start to fade away because the Advertising is done less effectively.*

*The research method used is descriptive analysis. The techniques of collecting data used are field studies and literature studies which include non-participant observation, structured interviews and questionnaire. And the data analysis is using linear regression analysis techniques, score analysis, rank spearman, validity test, coefficient of determination and hypothesis testing.*

*The results of the statistical tests from this study have a positive influence on Advertising towards the formation of Brand Awareness in the Bandung Screamous distribution, which is shown by the reagentation equation  $Y=2.127 + 0.971 X$ , it means that if Advertising activities are carried out optimally, Brand Awareness for consumers will be formed. The correlation coefficient obtained is 0.583 and the coefficient of determination is 74.48%. Thus Advertising influences the formation of Brand Awareness while being influenced by other factors outside of the research*

***Keywords: Advertising, Brand Awareness***